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|---|----------------------|------------------------|---------------------------------|
| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 09/484,730 | |
| | Filing Date | January 18, 2000 | |
| | First Named Inventor | Bartfeld | |
| | Art Unit | 2611 | |
| | Examiner Name | Brown, Reuben M | |
| Total Number of Pages in This Submission | 30 | Attorney Docket Number | 18481-002 (new); 2000-001 (old) |

| ENCLOSURES (Check all that apply) | | |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): |
| Remarks | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | | |
|--|--------------------------|----------|--------|
| Firm Name | Lawson & Weitzen, LLP | | |
| Signature | <i>Sonia K. Guterman</i> | | |
| Printed name | Sonia K. Guterman | | |
| Date | September 15, 2008 | Reg. No. | 44,729 |

| CERTIFICATE OF TRANSMISSION/MAILING | | | |
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| I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below: | | | |
| Signature | <i>A. Conway Kennedy</i> | | |
| Typed or printed name | A. Conway Kennedy | Date | September 15, 2008 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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09/484,730

Response to 6-16-2008 Office action

Date of deposit September 15, 2008

SEP 15 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|----------------|--|-------------|---------------------------------|
| Applicant: | Bartfeld | Docket No.: | 18481-002 (new); 2000-001 (old) |
| Serial Number: | 09/484,730 | Examiner: | Brown, Reuben M |
| Filing Date: | January 18, 2000 | Art Unit: | 2611 |
| Title: | Method and Apparatus for Selecting and Displaying Multi-Media Messages | | |

Mail Stop Amendment
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Response

This paper is in response to an Office action mailed June 16, 2008 from the United States Patent and Trademark Office.

As this response is filed on or before September 16, 2008, Applicant believes that no fee for extension of time is due with respect to this response. However please charge any fee that may be due to Deposit Account Number 503344, Ref. No. 02276-001.

Amendments to the specification are found on p. 2.

Amendments to the claims are found beginning on p. 3.

Remarks begin on p. 9.

Certificate of Deposit Under 37 C.F.R. § 1.8(a)

Pursuant to 37 C.F.R. § 1.8(a), I hereby certify that the attached Response to the Office action is being deposited with the United States Patent and Trademark Office via facsimile to 571-273-8300.

Date: September 15, 2008


Signature of person mailing paper